



Privacy and cookie policy

This Privacy Policy sets out the data processing practices of 1973 Ltd. Please note that all data thus captured will be used and held in accordance with the requirements of the Data Protection Act 2018.

1973 Ltd is a trusted agency for full-service marketing. With a proven track record, we are smart strategists, digital specialists, brand experts and campaign creatives for both large brands and smaller businesses on campaigns of all shapes and sizes. We deliver integrated marketing that crosses sectors and borders alike.

We take your right to privacy very seriously and this Privacy Policy defines what data is collected, how it's collected, why its collected and how you can opt out at any time.

If you have any requests concerning your personal data or any queries with regard to how we handle your data you can contact the DPO by email or write to us at 1973 Ltd, Hampden House, Monument Park, Chalgrove, Oxfordshire, OX44 7RW.

Purpose of processing your personal data

Enquiries and business opportunities

For all enquiries we collect business contact information; the processing of which is necessary for us to administer the pre-contract and contractual relationship between ourselves and our suppliers, customers and potential employees in connection with the performance of a contract.

All data is held securely in a permissions-based CRM and no data is ever sold to third parties.

Marketing

We would like to use your personal business contact data to send you details of products or services that we offer that we have identified as likely to be of interest to you. You will have been asked to opt-in online or during face to face meetings before you will receive marketing from us. We will only send you information in line with the preferences you indicated when you provided the personal data.

If at any point you would like to opt-out of receiving communications from us, simply click on the 'unsubscribe' link in the email footer.

From time to time we may contact you by post, if you wish to opt-out of receiving postal communications from us or would like to change the channels (such as email or post) please contact us by email or write to us at 1973 Ltd, Hampden House, Monument Park, Chalgrove, Oxfordshire, OX44 7RW.

Retention Period

We will keep this data for as long as we are able to market to you and if you withdraw your consent or opt-out of marketing communications, we will keep your contact details only to ensure that we do not contact you again for marketing purposes.

Data subject's rights

You have rights in respect of your personal data. We will need to confirm your identity before we can consider your request so, if you wish to exercise any of these rights, we will need a formal proof of identity such as a driving licence.

The right to be informed

You have the right to be told about the collection and use of the personal data you provide. This privacy policy sets out the purpose for which we process your personal data, how long we will keep your data, who we will share your data with. If you have any questions on how and why we process your data please contact the DPO. If you want to know more about this right, the ICO has more guidance on their website:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/right-to-be-informed/>

Right of access

You have the right to know whether we are processing your personal data, and to a copy of that data. We would need as much information as possible to enable us to locate your data. We will respond to your request within 28 days of receipt of your request. If you want to exercise this right, please contact the DPO at the contact details above. If you want to know more about this right, the ICO has more guidance on their website:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/right-of-access/>

Right to rectification

You have the right to have any incorrect personal data corrected or completed if it is incomplete. You can make this request verbally or in writing. We will need as much information as possible to enable us to locate your data. We will look at any request and inform you of our decision within 28 days of receiving the request. If you want to exercise this right, please contact the DPO at the contact details above. If you want to know more about this right, the ICO has more guidance on their website:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/right-to-rectification/>

Right to erasure

This right, often referred to as the right to be forgotten allows you to ask us to erase personal data where there is no valid reason for us to keep it. We will look at any request and inform you of our decision within 28 days of receiving the request. If you want to exercise this right, please contact the DPO at the contact details above. If you want to know more about this right, the ICO has more guidance on their website:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/right-to-erasure/>

Right to restrict processing

You have the right to ask us to restrict processing of your data. We will look at any request and inform you of our decision within 28 days of receiving the request. If you want to exercise this right, please contact the DP at the contact details above. If you want to know

more about this right, the ICO has more guidance on their website:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/right-to-restrict-processing/>

Right to data portability

You have the right to move, copy or transfer your personal data from one IT environment to another. This right applies to data that you have provided to us and that we are processing on the legal basis of consent or in the performance of a contract and that processing is by automated means. We will respond to your request within 28 days of receipt of your request. If you want to exercise this right, please contact the DPO at the contact details above. If you want to know more about this right, the ICO has more guidance on their website: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/right-to-data-portability/>

Right to object

You have the right to object to our processing of your personal data based on (i) legitimate interests, or for the performance of a task in the public interests/exercise of official authority (including profiling); (ii) direct marketing (including profiling); and (iii) for purposes of historical research and statistics.

- I. Legitimate interests/legal task – your objection should be based on your particular situation. We can continue to process the data if we can demonstrate compelling legitimate grounds which override your interests.
- II. Direct marketing – you have an absolute right to ask us to stop processing for the purposes of direct marketing. We will action your request as soon as possible.
- III. Historical research and statistics - your objection should be based on your particular situation. If we are conducting research where the processing is necessary for the performance of a public task, we can refuse to comply with your objection.

If you want to exercise this right, please contact the DPO at the contact details above.

If you want to know more about this right, the ICO has more guidance on their website:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/right-to-object/>

Rights relating to automated decision making including profiling

You have the right in respect of automated decision making, including profiling. Where we carry out solely automated decision making, including profiling, which has legal or similarly significant effects on you, we can only do this if it is in connection with a contract with you, we have a right under law or you have provided your explicit consent. We will tell you if this happens and tell you how you can request human intervention or challenge the decision.

If you want to exercise this right, please contact the DPO at the contact details above.

If you want to know more about this right, the ICO has more guidance on their website:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/rights-related-to-automated-decision-making-including-profiling/>

The right to lodge a complaint to the supervisory authority

If you are unhappy with any aspect of our handling of your data you can make a complaint to the Information Commissioner's Office - <https://ico.org.uk/concerns/>

Cookies

A cookie is a small piece of information sent by a web server to a web browser, which enables the server to collect information from the browser. More information on cookies is available on <http://www.allaboutcookies.org/>

Most browsers will allow you to turn off cookies. If you want to know how to do this please look at the menu on your browser, or look at the instruction on <http://www.allaboutcookies.org/>

Cookies we use are limited to:

Google Analytics

Google Analytics cookies store information in order to report on website trends. The information collected includes the pages a visitor visits, the time a visit occurred, whether the visitor has been to the site before and what site referred the visitor to the web page. The cookies report website trends; they do not identify individual visitors and visitors cannot be tracked across multiple sites.

To opt out, you can disable cookies in your browser and you can install the Google Analytics Opt-out Add-on, which prevents Google Analytics from collecting information about website visits.

To find out more visit <http://www.google.com/analytics/learn/privacy.html>

FullStory

FullStory records and reproduces real user experiences on our site. We use this data to help us gain an understanding of our users' experience across our website and to debug any problems faster.

The FullStory recording script sets a single first-party cookie containing your fs_uid when recording your activities on our site. Your identity cannot be connected between multiple sites using FullStory. Each site sets a separate fs_uid cookie which can only be read by that site. So FullStory is unable to build a profile on you; also the use of first-party cookies prevents other websites from reading any information on cookies that don't pertain to them, so protecting your sensitive information.

The data collected by FullStory includes usage patterns, tech specs, visited pages, session duration, referrers and IP addresses.

You can find out more about FullStory and how they comply with GDPR on <https://www.fullstory.com/features/>

More information on FullStory's use of first-party cookies is available on <https://help.fullstory.com/spp-ref/first-party-cookies>



Third party websites

Our website may contain links to other websites that are outside our control and are not covered by this Privacy Policy. If you access other sites using the links provided, the operators of these sites may collect information from you that will be used by them in accordance with their privacy policy, which may differ from ours.

Postmark

All enquiries submitted through our contact form are processed and sent via a secure transactional email service, Postmark. Postmark helps deliver and track transactional emails for web applications and a copy of your enquiry is stored in our secure Postmark account as well as being delivered directly to our email inbox.

You can find out more about Postmark and how they comply with GDPR on <https://postmarkapp.com/eu-privacy#gdpr>

Changes to the privacy policy

This privacy policy is regularly reviewed and will be updated when necessary. If we make any significant changes to the policy, we will communicate these to you.